

## ABSTRACT OF THE DISCLOSURE

A method of storing an array of digital data, for example, pixel data of a picture in a video bit stream, into a memory. In one embodiment, the memory includes a plurality of memory pages, and each memory page has a first memory section and a second memory section. The method includes a first step of dividing the array of digital data into a plurality of block units, while each of the block units has a plurality of odd rows and a plurality of even rows, and each of the odd rows and the even rows has at least one byte. The method further includes a second step of storing subsequent odd rows of at least one of the block units into consecutive storage locations in the first memory section, and storing subsequent even rows of at least one of the block units into consecutive storage locations in the second memory section. In this way, the memory bandwidth can be used more efficiently.